The Future of the High Street:
The Next Steps Towards Revitalising Our Town Centres

A Public Policy Exchange Symposium

Thursday 24th October 2013
10:15am – 4:30pm
Central London

Public Policy Exchange holds regular interactive seminars which provide an invaluable interface for policy discussion, debate and networking. These special events offer local practitioners, civil servants and other stakeholders not only an insight into current policy thinking, but also the opportunity to feed into future development across all areas of public policy.
The Future of the High Street:
The Next Steps Towards Revitalising Our Town Centres

Overview

High streets are a tangible indicator of the health of every local community and economy. They are vitally important centres of social interaction, employment and local commerce, but after years of neglect, deterioration and poor management, many towns and communities risk losing the real social and economic benefits that high streets have been able to provide for centuries.

Recognising the important role high streets play, the Government published ‘Understanding High Street Performance’ in December 2011, and leading retail marketing consultant Mary Portas published an independent review of our high streets on request from the Prime Minister.

The Government’s formal response to the Portas Review was published last year and this was underpinned in July 2012, by the DCLG publication of ‘Re-imagining urban spaces to help revitalise our high streets’, a guide for local partners to explore how to remodel their areas to help boost their local town centres and high streets.

The latest initiative from the Government is the launch in February this year of a new national Future High Streets Forum, which aims to bring together business, councils, retailers and property experts to build on the work of the Portas Review and drive forward new ideas and policies.

Against this background is the rise of out-of-town shopping centres, supermarkets, internet sales and growth in ‘m-commerce’ (sales over mobile devices) – the challenge for high streets and town centres is the need to adapt to meet the changing needs of the consumer.

This special symposium provides an invaluable opportunity for local authorities, retailers and leisure operators, property experts, town centre management teams and other key stakeholders to discuss the latest Government thinking and explore innovative solutions to revitalise our town centres and bring economic and community life back onto our high streets.

Why Attend?

✓ Examine the latest feedback on the 27 high street Town Team ‘Portas Pilots’ in England
✓ Discuss the Government’s new national Future High Streets Forum
✓ Consider the latest efforts in supporting local markets
✓ Explore the impact of the plus 330 Town Teams and their likely future direction
✓ Assess further measures introduced to help revitalise the high street

Who Should Attend?

• Local Authorities
• Town Teams
• Local Authority Planners
• Local Government Planning Committees
• Town Centre Managers
• Economic Development Officers
• Local Authority Policymakers in Environmental Services
• Directors of Economy and Environment
• Environmental Health/ Enforcement Officers
• National Trade Associations
• Councillors and Key Town Centre Stakeholders
• Tourism Managers
• Property Management Officers
• Estate Agent Associations
• Retailers and Leisure Operators
• Property Experts
• Investors and Developers
• Local Government Environmental Specialists
• Planning Consultants and Surveyors
• Urban Designers and Architects
• Architectural Liaison Officers
• Leading Members/Officers Responsible for Regeneration and the Environment
• Community Development Officers
• Neighbourhood Management Teams
• Civil Enforcement Officers
• Community Safety Managers
• Local Authority Parking and Traffic Management Teams
• Action for Market Towns
• High Street Business Associations
• British Chambers of Commerce
• British Business Improvement Districts
• Small Business Federations
• Local Enterprise Partnerships
• Management Consultancies Associations
• Conservation Trusts
• Transport Managers
• Licensing Authorities
• Charities
• Voluntary Organisations
• Third Sector Practitioners

Accommodation

Through our partnership with HotelMap, we are able to offer our delegates heavily discounted hotel rates at a wide range of London hotels. To view hotel availability and rates and to book online, visit www.HotelMap.com/MSNUZ/

Alternatively, if you would like to book your accommodation by phone, you can call Daniel Spinner at HotelMap, on 020 7292 2335 quoting Special Reference Code MSNUZ

Enquiries: 0845 606 1535

www.publicpolicyexchange.co.uk

@PublicPolicyEx
The Future of the High Street:
The Next Steps Towards Revitalising Our Town Centres

Programme

09:30 Registration and Morning Refreshments
10:15 Chair’s Welcome and Introduction
10:30 Panel Session One:
Revitalising Our Town Centres – Adapting to Meet the Changing Needs of Today’s Consumers
• Portas Pilots - assess the latest feedback on the 27 high street Town Team ‘Portas Pilots’ in England
• Town Team Partners – what is the current status of the Town Teams, how are they influencing their town centres and what is their future direction?
• Supporting local markets – explore the National Markets Fortnight campaign and other initiatives to celebrate and promote our local markets as part of the retail mix
• Examine further measures introduced to help revitalise the high street including the Future High Street X-Fund, funding for Business Improvement Districts to help town centres access loans and using small business rate relief to aid businesses

11:15 Morning Refreshments
11:30 Open Floor Discussion and Debate with Panel One
12:30 Networking Lunch
13:30 Panel Session Two:
The Future High Streets Forum – Developing Practical Policies to Stimulate Growth, Diversity and Competition
• Explore better parking solutions to attract more high street visitors
• Pop-up shops – ensuring redundant empty spaces are made available to bring new business onto the high street
• How can pop-up shops be effectively rolled out across the 330 Town Team Partner high streets?
• Understand the advantages to be gained from reinforcing the ‘town centre first’ planning rules
• Share opinion on other potential policies to promote high streets including allowing commercial landlords to turn part of their buildings into residential property

14:15 Afternoon Refreshments
14:30 Open Floor Discussion and Debate with Panel Two
15:30 Chair’s Summary and Closing Comments
15:40 Networking Reception
16:30 Close

**Please note that the programme is subject to change without notice**

Event Details

Date: Thursday 24th October 2013
Time: 10:15am – 4:30pm
Venue: Central London

Forthcoming Events
The Implications of Reforming the Remote Gambling Regulatory System
10th September 2013
Safeguarding Against Violent Extremism in Universities and Colleges
11th September 2013

Mental Health and Young People: Implementing the Suicide Prevention Strategy
17th September 2013
Local Transport Infrastructure: Towards a Reliable, Flexible and Competitive Bus Network
18th September 2013
Emergency Planning in a New Age of Uncertainty: Building the Nation’s Resilience to Flooding
18th September 2013
Child and Adolescent Health and Wellbeing: Safeguarding Children from Sexual Exploitation
19th September 2013
Improving Housing Support for Older and Vulnerable People
19th September 2013
The Future Role of the Local Authority in Education
24th September 2013
Turning Around ‘Troubled Families’: From Crisis to Co-ordinated Action
24th September 2013
Transforming Accident and Emergency Services: Shaping a Framework Fit for the Future
25th September 2013
Fit for the Future: The New Role of Local Authorities in Public Health
26th September 2013
The Role of Local Authorities in the New Universal Credit System
8th October 2013
Child Protection in the Digital World: Safeguarding Young People Online
9th October 2013
Training and Skills: Widening Participation in Community Learning
10th October 2013
Surveillance by Consent: A New Code of Practice for CCTV and ANPR
24th September 2013

Sponsorship and Exhibition Opportunities

We offer a range of opportunities to enable your organisation to raise its profile and communicate with key decision makers in the public sector.

For further information please contact Parvin Madahar on 020 3137 8630 or email parvin.madahar@publicpolicyexchange.co.uk

Enquiries: 0845 606 1535 www.publicpolicyexchange.co.uk @PublicPolicyEx
The Future of the High Street: The Next Steps Towards Revitalising Our Town Centres

Delegate Fees

<table>
<thead>
<tr>
<th>Local Voluntary/Community Organisations</th>
<th>£195 per delegate (1 Place)</th>
<th>£175 per delegate (2+ Places)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic/National Charities/Local Authorities/NHS</td>
<td>£295 per delegate (1 Place)</td>
<td>£265 per delegate (2+ Places)</td>
</tr>
<tr>
<td>Central Government/Business Sector</td>
<td>£395 per delegate (1 Place)</td>
<td>£345 per delegate (2+ Places)</td>
</tr>
</tbody>
</table>

Conference materials
If you are unable to attend the conference but would like to receive the supporting documentation, then please send back this form with payment details and indicate the number of copies you would like to receive. (PDF = £95 & VAT, Hard Copy = £95 (VAT not applicable).

Delegate Details

<table>
<thead>
<tr>
<th>Name</th>
<th>Organisation</th>
<th>Department</th>
<th>Address</th>
<th>Postcode</th>
<th>Telephone</th>
<th>Fax</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Contact Details

<table>
<thead>
<tr>
<th>Name</th>
<th>Organisation</th>
<th>Department</th>
<th>Address</th>
<th>Postcode</th>
<th>Telephone</th>
<th>Fax</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Delegate Fees

<table>
<thead>
<tr>
<th>Local Voluntary/Community Organisations</th>
<th>£195 per delegate (1 Place)</th>
<th>£175 per delegate (2+ Places)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic/National Charities/Local Authorities/NHS</td>
<td>£295 per delegate (1 Place)</td>
<td>£265 per delegate (2+ Places)</td>
</tr>
<tr>
<td>Central Government/Business Sector</td>
<td>£395 per delegate (1 Place)</td>
<td>£345 per delegate (2+ Places)</td>
</tr>
</tbody>
</table>

Invoice Details (if different from Contact Details)

<table>
<thead>
<tr>
<th>Name</th>
<th>Organisation</th>
<th>Department</th>
<th>Address</th>
<th>Postcode</th>
<th>Telephone</th>
<th>Fax</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Delegate Details

<table>
<thead>
<tr>
<th>Delegate Name</th>
<th>Job Title</th>
<th>Email address</th>
<th>Dietary Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total amount £  + VAT at 20%

Please tick as appropriate:

- Please invoice my organisation
- I enclose a cheque
- I will pay by Government Procurement Card/Credit/Debit Card

Purchase Order No. (if applicable)

Signed

Date

© 2013 Public Policy Exchange Ltd.
Company No: 7350384
Registered Office: 253 Grays Inn Road, London, WC1X 8QT
Telephone: 0845 606 1535
Fax: 0845 606 1539
Email: bookings@publicpolicyexchange.co.uk
Web: www.publicpolicyexchange.co.uk